3.08-CV - 1288 - 52

S JS 44 (Rev. 12/07) (cand r Cases) 3:08-CV-01288-WGAVID COVER1SHEED 03/05/2008

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the civil docket sheet. (SEE INST	TRUCTIONS ON PAGE TY	VO OF THE FORM	.)	DEFENDA	ITTO						
I. (a) PLAINTIFFS				DEFENDA	DEFENDANTS						
Miguel Torres, S.A.				Torres de Anguix. S.L.							
(b) County of Residence of First Listed Plaintiff Barcelona, Spain (EXCEPT IN U.S. PLAINTIFF CASES)				County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE LAND INVOLVED.							
(c) Attorney's (Firm Nan	ne, Address, and Telephone	Number)		Attorneys (If Kn	Attorneys (If Known)						
Dickenson, Peatman & Fogarty 809 Coombs Street Napa, CA 94559 (707) 252-7122											
II. BASIS OF JURISDIC	CTION (Place an "X" in Oi	ne Box Only)	III. C				AL PARTIES (	Place an "X	" in One Box	for Plaintiff	
_		_		(For Diversity Ca				and One Bo	x for Defend		
U.S. Government Plaintiff	3 Federal Question (U.S. Government No	ot a Party)	Ci	tizen of This State	PTF	DEF	Incorporated or Prince of Business In Th		PTF  ☐ 4	DEF 4	
2 U.S. Government Defendant	4 Diversity (Indicate Citizenship of	f Parties in Item III)	Ci	tizen of Another State 2 2 Incorporated and Principal Place 5 5 5 6 Business In Another State					5		
			Ci	tizen or Subject of a Foreign Country	<b>X</b> 3	<b>X</b> 3	Foreign Nation		<u> </u>	☐ 6	
IV. NATURE OF SUIT	(Place an "X" in One Box Only	')									
CONTRACT	TO	RTS		FORFEITURE/P	ENALTY	' B	ANKRUPTCY	ОТ	HER STAT	TUTES	
110 Insurance   120 Marine   130 Miller Act   140 Negotiable Instrument   150 Recovery of Overpayment	PERSONAL INJURY	PERSONAL IN		610 Agriculture	Dava		Appeal 28 USC 158 Withdrawal		tate Reapport	ionment	
130 Miller Act	310 Airplane 315 Airplane Product	362 Personal Inju Med. Malpra		625 Drug Related		423	28 USC 157	410 A	anks and Ban	king	
140 Negotiable Instrument	Liability	365 Personal Inju			of Property 21 USC 881 450 Commen						
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151 Medicare Act 152 Recovery of Defaulted	330 Federal Employers'	Injury Produ		650 Airline Regs.	•		Copyrights		orrupt Organ		
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153 Recovery of Overpayment	345 Marine Product Liability	370 Other Fraud	45			-	$\overline{}$		ecurities/Com		
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195 Contract Product Liability	Product Liability 360 Other Personal Injury	385 Property Dai	-	Act 720 Labor/Mgmt.	Relations	863	Black Lung (923) DIWC/DIWW (405(g)		2 USC 3410 ther Statutory	Actions	
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290 All Other Real Property	445 Amer. w/Disabilities -	535 Death Penalt		IMMIGRAT	ION		IRS—Third Party		Inder Equal A	ccess	
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VI. CAUSE OF ACTION	15 U.S.C. section 1	114; 15 U.S.C. s	ection 1	125(a)							
VI. CAUSE OF ACTION  Brief description of cause:											
Federal trademark infringement and unfair competition.											
VII. REQUESTED IN CHECK IF THIS IS A CLASS ACTION DEMAND \$ TBD CHECK YES only if demanded in complaint:											
COMPLAINT: UNDER F.R.C.P. 23  JURY DEMAND:   Yes □ No											
VIII. RELATED CASE(S) PLEASE REFER TO CIVIL L.R. 3-12 CONCERNING REQUIREMENT TO FILE											
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IX. DIVISIONAL ASSIGN	MENT (CIVII I D 2										
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**COMPLAINT** 

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infringement (Cal. Bus. & Prof. Code §14335), unfair competition (Cal. Bus. & Prof.

Code §17200) and the dissemination of false and misleading statements (Cal. Bus. &

Prof. Code §17500), and common law trademark infringement, as the result of willful

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and unauthorized use by Defendant of colorable imitations of Plaintiff's trademark, as more fully set forth hereinafter. Plaintiff seeks preliminary and permanent injunctive relief restraining Defendant's infringement of Plaintiff's trademark, monetary damages, attorneys' fees and related relief.

### THE PARTIES

- 2. Plaintiff Miguel Torres, S.A. is a Spanish Sociedad Anónima with its principal place of business located at Miguel Torres i Carbo 6, Vilafranca de Penedes, Barcelona, Spain 08720.
- 3. Upon information and belief, Defendant Torres de Anguix. S.L is a Spanish Sociedad Limitada with its principal place of business located at La Tejera, s/n 09312-ANGUIX, (Burgos), Spain.

### JURISDICTION AND VENUE

- 4. This Court has subject matter jurisdiction over Plaintiff's claim under and pursuant to 15 U.S.C. §1121 and 28 U.S.C. §1338(a), as the claims arise under the federal Lanham Act, 15 U.S.C. §§1051-1127. This Court also has pendent jurisdiction over all related claims herein in accordance with 28 U.S.C. §1338(b).
- 5. Upon information and belief, Defendant, either directly or through its agents, transacted business in the State of California and within this judicial district, as more specifically set forth below, and expected or should reasonably have expected its acts to have consequence in the State of California and within this judicial district.
- 6. Venue is proper in this district pursuant to 28 U.S.C. §1391(b), as Defendant is doing business in this judicial district and therefore may be found in this district, and/or as a substantial part of the events giving rise to the claims alleged herein occurred in this judicial district, and/or the infringement occurred in this judicial district.

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7. Plaintiff is the owner of the following U.S. Trademark Registrations encompassing the term "TORRES":

Trademark	Registration No.	Goods
TORRES	897,048	Wines; brandy
TORRES and Design	1,413,565	Brandy and wine
MIGUEL TORRES	1,639,237	Wines
NEROLA TORRES and Design	2,929,180	Wines
NEROLA TORRES and Design	2,936,596	Wines
TORRES 10	2,267,401	Brandy
TORRES 20	2,267,400	Brandy
TORRES 5	2,859,655	Brandy
MIGUEL TORRES	1,358,370	Brandy

(referred to hereinafter as the "TORRES Marks"). Such registrations are valid and subsisting and owned by Plaintiff. Pursuant to such registrations, Plaintiff's TORRES Marks are also presumed to be distinctive. The following registrations are now incontestable in accordance with 15 U.S.C. §§1065 and 1115(b): 897,048 (TORRES); 1,413,565 (TORRES and Design); 1,639,237 (MIGUEL TORRES); 1,358,370 (MIGUEL TORRES).

8. Plaintiff began the sale of its TORRES wines in Spain in the 1800s. Today, Plaintiff's TORRES wine is distributed in over 140 countries throughout the world. In 2007, Plaintiff sold over 3.1 million 9-liter cases (equivalent of over 372 million 750-ml bottles) of TORRES wine worldwide. The Torres family is also one of twelve members of the First Families of Wine, along with the Antinoris of Italy and the Rothschilds of France, among others. The First Families of Wine is an international

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association of the most prestigious family wine producers from different regions of the world united for the purpose of promoting the values which are the backbone of the family wine business. 9. Since as early as 1953, long prior to the acts of Defendant complained of herein,

- Plaintiff has used the trademark TORRES in the United States in association with wine. In 2007, Plaintiff sold over 95,000 9-liter cases (equivalent of over 1.1 million 750-ml bottles) of TORRES wine in the United States. Plaintiff's U.S. interests also include ownship in Marimar Estate, Torres Family Vineyards, a winery located in Sebastapol, California headed by Marimar Torres.
- 10. TORRES is known as one of the most famous and well-recognized Spanish wine brands in the United States. Torres has received numerous awards and media recognition for its wines in the U.S., including the 2006 "Best European Winery of the Year" award presented by Wine Enthusiast magazine.
- 11. In a recent survey conducted by the brand-consulting company Intangible Business, the TORRES brand was found to be one of the top 15 most powerful wine brands in the world, along with the likes of GALLO, ROBERT MONDAVI and KENDALL-JACKSON.
- 12. Plaintiff owns extremely valuable goodwill which is symbolized by its TORRES Marks and each use of these marks substantially increases the value of Plaintiff's company and the salability of the goods sold through Plaintiff's company.
- 13. Upon information and belief, Defendant, Torres de Anguix. S.L, is presently offering Spanish wine for sale in the United States and in this judicial district under the mark TORRES DE ANGUIX and the trade name Torres de Anguix.
- 14. The mark TORRES DE ANGUIX is confusingly similar to Plaintiff's TORRES Marks and is used on the identical goods - wine from Spain. Both Plaintiff and Defendant

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also use their marks on wine from the Ribera del Duero region of Spain. When one conducts an Internet search utilizing the Google search engine for the terms "Torres" and "Ribera Del Duero," the top ten results include references to both Plaintiff's brand and Defendant's brand.

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- 15. As evidenced by the records of the U.S. Patent and Trademark Office (USPTO), on October 31, 2003 Defendant filed an application to register A TORRE DE ANGUIX and Design as a trademark for wine in the United States based on an intent to use the mark in U.S. commerce (U.S. Application Serial No. 76/555,544). On May 16, 2004, the USPTO refused registration of Defendant's mark based on confusing similarity with Plaintiff's registrations for TORRES (Reg. No. 897,048) and TORRES and Design (Reg. No. 1,413,565), both for wine. On November 18, 2004, Defendant responded to this refusal arguing the absence of confusing similarity. On December 13, 2004, the examining attorney issued a final refusal of registration based on likelihood of confusion with Plaintiff's TORRES marks. On June 14, 2005, Defendant appealed the final refusal to the Trademark Trial and Appeal Board (TTAB). On June 16, 2005, Defendant submitted to the examining attorney a request for reconsideration of the refusal and subsequently requested that the TTAB restore jurisdiction to the trademark examiner for consideration of the request, which it did. On December 15, 2005, the examining attorney issued a response continuing the final refusal of registration based on confusing similarity of Defendant's mark with Plaintiff's TORRES marks and restored jurisdiction to the TTAB. Defendant failed to prosecute the appeal and on April 12, 2006 the appeal was dismissed by the TTAB and the appeal was terminated on July 12, 2006, at which time a notice of abandonment issued against the application.
- 16. Despite its knowledge of the USPTO's finding that its TORRES DE ANGUIX mark was confusingly similar to Plaintiff's TORRES marks, Defendant nonetheless

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- 17. On November 20, 2007, Plaintiff sent Defendant a demand letter advising Defendant of Plaintiff's trademark registration and rights in the TORRES Marks and Plaintiff requested that Defendant cease use of the confusingly similar TORRES DE ANGUIX mark for wine. According to Federal Express records, the letter was received by Defendant on November 23, 2007. Defendant never responded to Plaintiff's demand letter.
- 18. Use of the TORRES DE ANGUIX trade name and mark by Defendant is likely to confuse consumers into believing that Defendant's TORRES DE ANGUIX wine is affiliated with, associated with, connected to, or sponsored by Plaintiff and its TORRES brand. Defendant and its TORRES DE ANGUIX brand will unjustly benefit from such association.
- 19. Plaintiff will be harmed by such consumer confusion as Defendant's TORRES DE ANGUIX wine brand will unjustly benefit from the false association with Plaintiff at no cost to Defendant. This will harm Plaintiff by endangering the ability of Plaintiff's TORRES Marks to serve as unique and distinctive source indicators for Plaintiff's wines.
- 20. Unless restrained by this Court, Defendant will proceed to unfairly compete with Plaintiff by using the TORRES DE ANGUIX mark, and Plaintiff will lose control of its valuable TORRES Marks, wherefore Plaintiff is without adequate remedy at law.
- 21. Defendant's infringing use of the confusingly similar TORRES DE ANGUIX mark will financially harm Plaintiff by diminishing the value of Plaintiff's mark as a source indicator for Plaintiff's goods, and Defendant's infringing use of TORRES as part of its

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mark will increase the profitability of Defendant's TORRES DE ANGUIX brand wine to the detriment of Plaintiff.

22. This case is an exceptional case entitling Plaintiff to treble damages and attorneys' fees.

### FIRST CAUSE OF ACTION

(Federal Trademark Infringement under 15 U.S.C. §1114)

- 23. Plaintiff restates and reavers the allegations of Paragraphs 1 through 22, inclusive, and the acts of Defendant asserted therein as if set forth in full as part of this Cause of Action.
- 24. Defendant's above-averred actions constitute use in commerce of a reproduction, counterfeit, copy or colorable imitation of Plaintiff's registered marks in connection with the sale, offering for sale, distribution or advertising of goods or services on or in connection with which such use is likely to cause consumer confusion, deception or mistake as to source, sponsorship or approval of the Defendant's aforesaid services in violation of 15 U.S.C. §1114.

#### SECOND CAUSE OF ACTION

(Federal Unfair Competition under 15 U.S.C. §1125(a))

- 25. Plaintiff restates and reavers the allegations of Paragraphs 1 through 24, inclusive, and the acts of Defendant asserted therein as if set forth in full as part of this Cause of Action.
- 26. The Defendant's above-averred actions constitute use in commerce of a word, name or device and false designation of origin which is likely to cause confusion, or to cause mistake, or to deceive as to affiliation, connection or association of Defendant with

Plaintiff or as to the origin, sponsorship or approval of the Defendant's services or the goods offered in connection therewith in violation of 15 U.S.C. §1125.

### THIRD CAUSE OF ACTION

(State Trademark Infringement under Cal. Bus. & Prof. Code §14335)

- 27. Plaintiff restates and reavers the allegations of Paragraphs 1 through 26, inclusive, and the acts of Defendant asserted therein as if set forth in full as part of this Cause of Action.
- 28. The Defendant's above-averred actions constitute infringement upon a mark registered under Title 15 of the United States Code in violation of Cal. Bus. & Prof. Code §14335.

# **FOURTH CAUSE OF ACTION**

(State Unfair Competition under Cal. Bus. & Prof. Code §17200)

- 29. Plaintiff restates and reavers the allegations of Paragraphs 1 through 28, inclusive, and the acts of Defendant asserted therein as if set forth in full as part of this Cause of Action.
- 30. The Defendant's above-averred actions constitute unlawful, unfair or fraudulent business acts or practices in violation of Cal. Bus. & Prof. Code §17200.

#### FIFTH CAUSE OF ACTION

(False or Misleading Statements under Cal. Bus. & Prof. Code §17500)

31. Plaintiff restates and reavers the allegations of Paragraphs 1 through 30, inclusive, and the acts of Defendant asserted therein as if set forth in full as part of this Cause of Action.

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32.	The	Defendant's	above-averred	actions	constitute	the	dissemination	and	making	, 0
	untr	ue or mislead	ing statements,	which b	y the exerc	cise	of reasonable	care s	should h	ave
	been	known to be	false or mislead	ding, in v	violation of	Cal	. Bus. & Prof.	Code	§17500	١.

### **SIXTH CAUSE OF ACTION**

(Common Law Trademark Infringement)

- 33. Plaintiff restates and reavers the allegations of Paragraphs 1 through 32, inclusive, and the acts of Defendant asserted therein as if set forth in full as part of this Cause of Action.
- 34. The Defendant's above-averred actions constitute trademark infringement and passing off in violation of the common law of California.

### PRAYER FOR RELIEF

WHEREFORE, Plaintiff requests that judgment be entered as follows:

- That Defendant, its principals, partners, franchisees, agents, employees, licensees, 1. affiliates, importers, distributors, producers, any parent and subsidiary companies, attorneys and representatives and all of those in privity with or acting under its direction and/or pursuant to its control, be preliminarily and permanently enjoined and restrained, from directly or indirectly:
  - Using the mark TORRES DE ANGUIX, or terms or marks confusingly similar to TORRES, in connection with the advertisement, promotion, distribution, offering for sale or selling of wine, or products or services related to wine;
  - Performing any acts or using any service marks, trademarks, names, words b. or phrases that are likely to cause confusion, to cause mistake, to deceive or

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otherwise mislead the trade or public into believing that Plaintiff and the Defendant are one in the same or are in some way connected or that Plaintiff is a sponsor of the Defendant or that the services or goods of the Defendant originate with Plaintiff or are likely to lead the trade or public to associate the Defendant with Plaintiff;

- 2. That Defendant be required to file with the Court, and serve on Plaintiff, a statement under oath evidencing compliance with any preliminary or permanent injunctive relief ordered by the Court within fourteen (14) days after the entry of such order of injunctive relief.
- 3. That Defendant, its principals, partners, franchisees, agents, employees, licensees, affiliates, importers, distributors, producers, any parent and subsidiary companies, attorneys and representatives and all of those in privity with or acting under its direction and/or pursuant to its control, be required to deliver up for destruction all advertising, promotional, point of sale, labels, caps, corks, neckers, packaging, and any other materials bearing the infringing mark together with all artwork, plates, molds, matrices and other means and materials for making and reproducing the same;
- That Defendant be ordered to pay Plaintiff monetary damages for the harm resulting 4. from infringement of Plaintiff's mark, in an amount to be determined at trial;
- 5. That Plaintiff's damages be trebled and that Defendant be order to pay Plaintiff's attorneys' fees on the basis that this is an exceptional case;
- That Plaintiff have such other and further relief as this Court shall deem just and 6. proper on the merits.

		Case 3:08-cv-01288-WHA	Document 1	Filed 03/05/2008	Page 12 of 1						
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	9			eys for Plaintiff, IGUEL TORRES, S.A							
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# **DEMAND FOR JURY TRIAL**

Plaintiff hereby requests a trial by jury in this matter.

Dated: 3408

Respectfully submitted,

DICKENSON, REATMAN & FOGARTY

J. Scott Gerien Megan Ferrigan Healy

809 Coombs Street Napa, California 94559 Telephone: 707-252-7122 Facsimile: 707-255-6876

Attorneys for Plaintiff, MIGUEL TORRES, S.A.

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